

**A NEW WAY TO SAY GOODBYE – MORE  
PERSONAL AND MORE AFFORDABLE**



Pure  
Cremation  
*The freedom to choose*

# The perfect farewell...

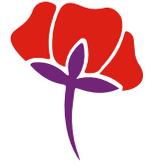
Choosing a Pure Cremation means you can create the perfect “goodbye” in your own time. This can be truly liberating, allowing more family-friendly celebrations of a life well-lived at a time and place convenient to all. Instead of the coffin as the focal point, you could choose a lovely photograph, the ashes urn or even a favourite possession.

*Discover more farewell ideas at [www.purecremation.co.uk/saying-goodbye](http://www.purecremation.co.uk/saying-goodbye)*

“ It was perfect – a group of us paddled our kayaks to a secluded beach for a sunset scattering, followed by a beach picnic, raising glasses of his favourite single malt. ”

“ His motorbike looked magnificent in the church, a better reminder of his energy and spirit of adventure than any coffin. ”





“ We held a lovely vintage tea party for Mum with her favourite cakes, flowers and a glass of bubbly. Her friends and family had shared special memories and photos. ”

“ Joe always said “Just take me to the tip” so we organised a direct cremation and went down the pub to share all the tall stories and bad jokes he was famous for. ”

“ He would have loved the Viking-inspired ceremony. We dressed up and launched the mini longboat containing his ashes across the lake, setting it alight with a burning arrow. Brilliant! ”

“ Taking the dogs and the kids on our favourite woodland walk, scattering the ashes around the base of our “family tree” has made remembrance a natural and happy part of our lives. ”



# Freedom to choose

Times have changed, and funerals are changing too. More people are looking for a farewell that truly reflects what made their loved one special.

Pure Cremation can help. Thousands of families have already discovered the benefit of arranging a direct cremation, usually without any mourners present, and then holding a separate Celebration of Life event. Doing things this way makes the farewell more personal and puts you in complete control of the costs. It could even make a considerable saving\* that can be spent as you wish—perhaps as a gift to a family member or to a good cause.

Pure Cremation is a trusted specialist in respectful direct cremations and completely dedicated to this style of service.

## Why does that matter?

- Direct cremation is the only thing we do. You will not be asked to consider a more expensive service than the one you have chosen
- Thousands of families have already made this positive choice. Our highly professional team looks after you from the first call to hand delivery of the ashes
- We perform every step of care ourselves, including the cremation.^ to guarantee our high standards at an affordable price.

*Imagine holding a final farewell in a favourite place and at a time to suit your family... a farewell that can include everyone from the youngest grandchildren to beloved pets.*



\* The latest SunLife Cost of Dying Report 2022 puts the average cost of a funeral with a cremation in 2021 at £3,765 and £1,647 for direct cremation.

^ Clients from England and Wales only. Cremations in Scotland and Northern Ireland are carried out by carefully selected partners in these regions.

# Our comprehensive service

## Our clear pricing starting from £1,295 includes:

- Collection of your loved one from any location in the UK \*
- Professional care of your loved one until the cremation
- Advice and support 24/7 from an experienced and caring team
- The convenience of completing simple paperwork from your home
- A solid pine eco-coffin
- All fees for a simple, unattended cremation at Charlton Park Crematorium (or one of our carefully selected partner venues)
- Any required doctors' fees
- A 100% recycled plastic urn with ceramic identification disc
- Hand delivery of the ashes within 21 days of the cremation or scattering in the crematorium garden of remembrance



Solid pine eco-coffin



100% recycled plastic urn with ID disc

*Please note: **£250** charge applies for collection from home, nursing home or hospice.*

*\* Excludes Islands of Scotland, Isle of Man and Channel Isles.*

## Additional services you can choose:

Up to 12 people can attend the simple committal at:

Charlton Park Crematorium, 8am–6:30pm, Mon–Sat for **£250**

**OR** at one of our partner venues, 9am only Mon–Fri for **£400**

This also includes the additional option of a virtual attendance via a secure weblink for unlimited "attendees".

Priority return of the ashes for **£150**, at a specified time and date, including evenings and weekends.

# Why choose Pure Cremation?

## The leading specialists in direct cremation

Bryan and Catherine Powell, our founders, have more than 30 years' experience of caring for the bereaved and the people who matter to them. They've used this expertise to develop an outstanding Customer Care team.

Our vast experience of direct cremation means we can guide you through almost any situation, including taking ashes abroad or making a claim for government help with funeral costs.

Investing in the latest standards and systems ensures Pure Cremation continues to be the number one independent provider of direct cremation in the UK.

## A unique commitment to continuity of care

We are proud to walk beside you each step of the way and promise to offer truly seamless care for you and your loved one. Our own staff oversee every stage of care from the very first call to the hand delivery of ashes, including the cremation itself at our brand new, state-of-the-art venue, Charlton Park Crematorium in Charlton near Andover, Hampshire.\*

*\* Clients from England and Wales only. Cremations in Scotland and Northern Ireland are carried out by carefully selected partners in these regions.*

“ It is a privilege to be asked to look after a loved one and everything is done with real care. We're very proud of our review score and customer comments about our kindness, compassion and professional approach mean a great deal to the whole team. ”



**Bryan & Catherine Powell**

## What our customers say:

“ They were calm and professional and caring on the phone and explained everything clearly. My husband's ashes were brought back to the house very soon after the cremation so that we can celebrate his life when we can all be together. ”



Rated **4.81**

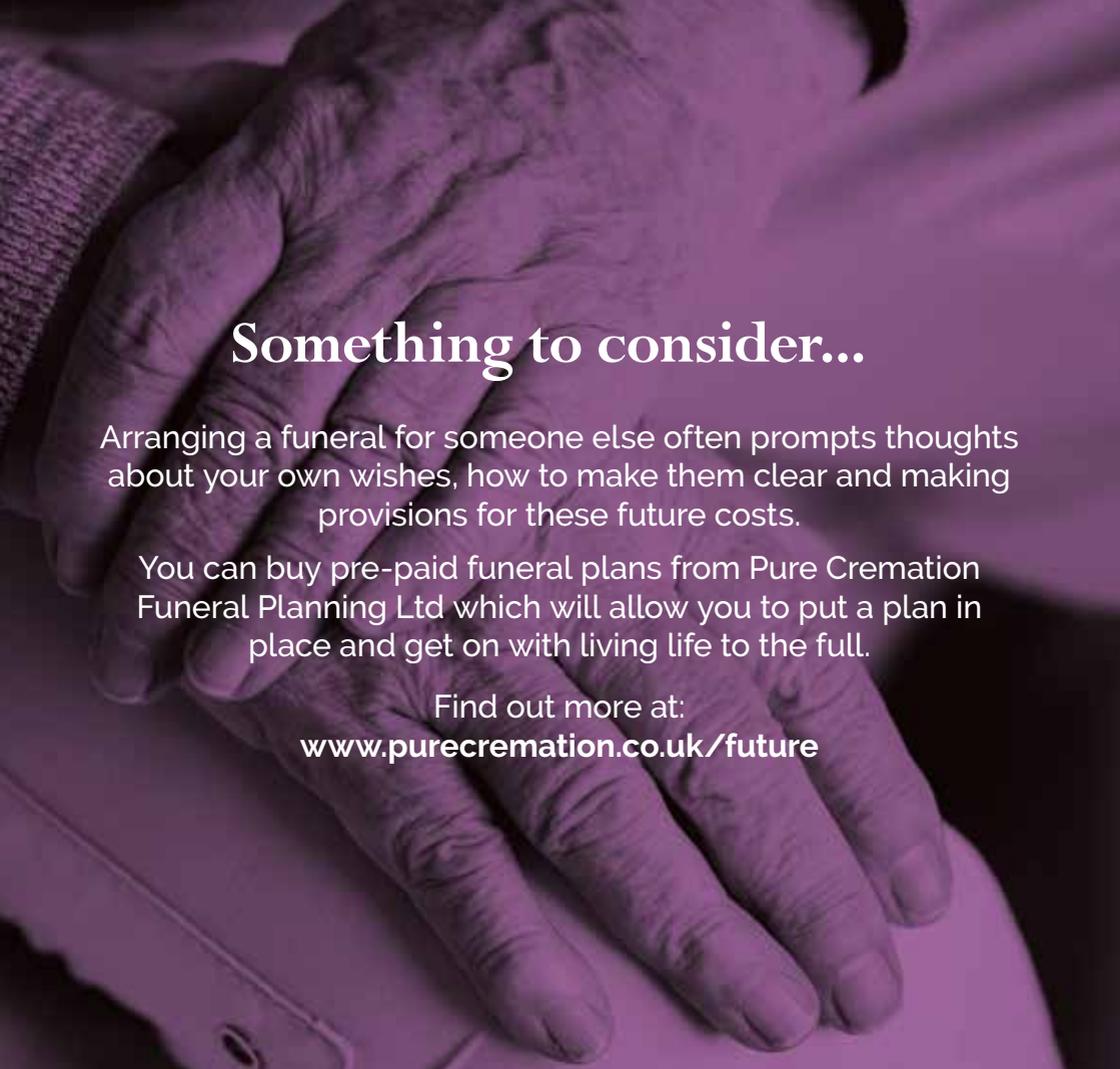
from 1744 Reviews

“ It was my Mother's choice for a 'Direct Cremation', but after some research it was my choice to go with Pure Cremation. They were exceptional in every respect. Very well organised, excellent in terms of responsiveness and communication and very caring and sensitive throughout. I would 100% recommend them. Thank you. ”

“ I can't speak highly enough of the service we received from Pure Cremation. The staff were highly professional, accommodating, compassionate and sensitive during what is, understandably, a very difficult time for the grieving loved ones who have to make these arrangements. I would highly recommend Pure Cremation. ”



Charlton Park Crematorium



## Something to consider...

Arranging a funeral for someone else often prompts thoughts about your own wishes, how to make them clear and making provisions for these future costs.

You can buy pre-paid funeral plans from Pure Cremation Funeral Planning Ltd which will allow you to put a plan in place and get on with living life to the full.

Find out more at:  
[www.purecremation.co.uk/future](http://www.purecremation.co.uk/future)

**0800 182 2221**  
[purecremation.co.uk/arrange](http://purecremation.co.uk/arrange)

**Pure  
Cremation**  
*The freedom to choose*

**Head Office:**  
Charlton Park Crematorium,  
Charlton Down, Andover, SP11 0TA

**Scottish Office:**  
Unit 6 C/D Langlands Gate  
Kelvin South, East Kilbride,  
Glasgow G75 0ZY

Prices valid from May 2022. Calls to this number are free and may be recorded for monitoring and training purposes. Pure Cremation Limited. Registered Address: Charlton Park Crematorium, Charlton Down, Andover, SP11 0TA. Tel: 01264 319319. Registered in England and Wales No 09906976